

CITY COUNCIL

2015 STRATEGIC PLAN

CITY OF HUNTSVILLE, TEXAS





CITY OF HUNTSVILLE STRATEGIC PLAN

Adopted by the City Council January 20, 2015

Strategic planning is the process an organization follows to articulate a vision for the future and establish a direction in making decisions and allocating resources to achieve the desired outcomes. The Huntsville City Council met on December 9, 2014 and January 13, 2015 to create a new strategic plan to set the course for the City, a flexible document that will be periodically reviewed for updates.

The City Council established seven broad areas of strategic initiatives aimed to address all quality of life issues in Huntsville, with key objectives for implementation included. These will provide the City Council with mechanisms to gauge performance, provide direction to staff, and adopt changes to the strategic plan as success merits and needs dictate.

This strategic planning document is meant to serve as a guide for the City staff to develop the annual budget for Council consideration and to provide Council with a succinct method of articulating to staff the policy direction for the City of Huntsville, both as a community and an organization. This strategic plan will also communicate to residents and community partners the City Council's commitment to open government, communication, collaboration, and cooperation among all who live, work, recreate, educate, or operate a business in Huntsville. Finally, this strategic plan is meant to provide a road map for success that will lead families and new businesses to Huntsville to join an outstanding community where good governance and sound management provide the best that life has to offer.



VISION

The City of Huntsville is a community that is beautiful, historic, culturally diverse, affordable, safe, and well-planned, with great opportunity for our citizens.

MISSION

In order to maintain and enhance the quality of life and the achievement of our vision, the City of Huntsville provides, facilitates and regulates services, facilities and infrastructure for citizens, customers, visitors, businesses and state agencies, in a friendly, efficient, fair, honest and competent manner with quality and forethought.

VALUES STATEMENT

Public service is our business and our goal. We believe in commitment - not just to our job, but to our faith, our beliefs, and our family. Our pride in our work and the organization compels us to a high degree of professionalism.

Honesty in all our actions;

United in our commitment to ensure a safe work environment, fair wages and

Nurture an environment of cooperation between the City and its citizens,

Teamwork depending on one another to improve the quality of life;

Service excellence provided at every level in an efficient and economical manner;

Vision of an enriched future enhanced by encouraging skills, talents, and potential of our employees through training, opportunity, and recognition;

Integrity demonstrated in the treatment of our coworkers and those we serve and protect;

Leadership through communication in a responsive manner while maintaining a high

Loyalty to our faith, our beliefs and our families;

Embrace the diversity of our employees as a strength of our organization

Goal #1, City Appearance - Provide policies, amenities, and events that enhance the City's already beautiful and historic natural environment.

Objective #1 – Complete revisions and adopt the Development Code.

Objective #2 - Utilize \$40,000 of budgeted funds to ensure abatement of nuisances in the community.

Objective #3 – Complete the design and make appropriate recommendations to the City Council for the installation of way-finding signage.

Objective #4 – Complete and recommend for City Council approval the Parks Master plan.

Goal #2, Communications - Provide public information outreach efforts that inform the public of City operations, accomplishments, and policies, and allow for citizen input on matters of Council policy.

Objective #1 – Complete the city-wide website redesign.

Objective #2 – Continue the State of the City Address.

Goal #3, Economic Development – Promote and enhance a strong and diverse economy.

Objective #1 – Consider placing an item on a ballot in 2015 for the citizens to consider the creation of either or both a dedicated economic development sales tax or economic development fund.

Objective #2 – Complete the Needs Assessment for the expansion of the Visitor's Center and Statue and make appropriate recommendations to the City Council for design and construction.

Goal #4, Infrastructure - Ensure the quality of the City utilities, transportation and physical structures so that the City's core services can be provided in an effective and efficient manner.

Objective #1 – Complete the design and award a construction contract for the Solid Waste Transfer Station.

Objective #2 – Complete the review and present results to the City Council of the Space Needs Assessment for a new City Hall and Service Center.

Objective #3 – Complete the review and present results to the City Council of the various Water and Wastewater Condition and Capacity Assessments.

Objective #4 - Complete the review and present results to the City Council of the Street Condition Assessment.

Objective #5 – Continue to expedite budgeted Capital Improvement projects by ensuring every project begins in the same year it is budgeted.

Objective #6 – Review and update the City’s easement and right-of-way acquisition policy.

Goal #5, Resource Development - Enhance the quality of life for citizens, businesses, and visitors by leveraging the human and fiscal resources available to the community.

Objective #1 – Appoint a Council subcommittee to review the purpose, current and past activities and composition of the City’s advisory boards and make any necessary recommendations for modification to the full City Council.

Goal #6, Finance - Provide a sustainable, efficient, and fiscally sound government through conservative fiscal practices, and resource management.

Objective #1 – Receive and review proposals for providing a private healthcare exchange platform for retired employees and report findings and recommendations to the City Council.

Goal #7, Public Safety - Provide safety and security for all citizens.

Objective #1 – Complete the review and present results to the City Council of the Space Needs Assessment for a Consolidated Public Safety complex.